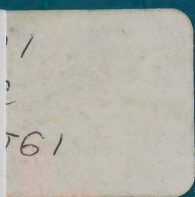




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# TRADE and COMMERCE

*at your  
service*



1960

DEPARTMENT OF TRADE AND COMMERCE  
OTTAWA • CANADA



# TRADE and COMMERCE

*at your service*

November 1960



# *Growing*

Established sixty-eight years ago “to serve Canadians by working with them to promote the commerce upon which our prosperity depends”, the Department of Trade and Commerce continues to carry out its original directive, although the services it provides the Canadian businessman have multiplied and expanded with the years.

When The Honourable Sir Mackenzie Bowell became Canada's first Minister of Trade and Commerce on December 3, 1892, Canada had four and three-quarter million people and a total foreign trade of \$250,000,000. Today, with a population of 18,000,000, Canada does over \$11,000,000,000 worth of business with other countries each year.

In the interval, the industrial and trade development of the nation has been mirrored in the Department. Starting with a staff of four, Trade and Commerce soon took over from the Department of Finance the supervision of the Commercial Agents abroad. Today, more than 4,250 serve in its offices in Canada and other countries.

The eight Commercial Agents of 1892 were the predecessors of the 147 Trade Commissioners of 1960. From 63 offices in 49 countries, they search even more vigorously for export opportunities — though no longer for the “buggy covers and buggies” for which they found eager customers in Trinidad and Tobago 68 years ago!

The Department has never ceased to develop and improve its services to Canadian businessmen. In 1893, Sir Mackenzie Bowell embarked on a one-man trade mission to Australia — the prototype of many succeeding missions. Just recently in fact, Canadian trade missions toured Europe, the United Kingdom and Latin America.

In 1898, the Department began issuing monthly reports on trade statistics, the germ of the comprehensive statistical service now available from the Dominion Bureau of Statistics.

# *with Canada*

To establish a regular means of communication between the Trade Commissioners abroad and the businessmen at home, *The Weekly Report* was launched in 1904 — the forerunner of the Department's fortnightly magazine *Foreign Trade*.

In 1910 the Department announced that information on the tariffs of all countries was available — the beginning of today's busy International Trade Relations Branch.

To provide the Trade Commissioners abroad with current information on the products Canada had for export, and to serve as a link with Canadian industry, the Department began to appoint Commodity Officers in 1933 — the origin of the important Commodities Branches of today.

Over the years, the Department has taken on certain tasks under the stimulus of special need, and laid them aside when the need disappeared — such as responsibility for the payment of crude petroleum and lead bounties, and the administration of the provisions of the Chinese Immigration Act. Until recently, a special division of the Department was supervising Canada's contribution to the Colombo Plan. Some of the fledglings that began life under the Department's wing — the National Research Council for example — eventually launched out on their own, while others — like the Canadian Government Travel Bureau — found another home.

The primary purpose of the Department, however, has remained the same throughout its history. It exists to promote the export trade and to encourage the domestic commerce of Canada. Working closely with the business community, and ever flexible to the needs and techniques of the day, the Department tackles its assignment with the same vigour and determination that has made Canada the fourth greatest trading nation in the world today.

# ORGANIZATION OF THE DEPARTMENT

*The Department of Trade and Commerce is organized into branches dealing with the various aspects of the services it provides Canadian industry. Some of the branches, such as the Administration Branch and the Economics Branch, are internal service units. The primary functions of the branches that are of particular interest to the Canadian businessman are described below. All branches of the Department have their offices in the Trade and Commerce building on Wellington Street at Lyon, in Ottawa, except as otherwise indicated.*

## CANADIAN GOVERNMENT EXHIBITION COMMISSION

The product display unit of the Department, the Commission designs and erects at international trade fairs, the exhibits which the Department organizes. The Commission is responsible for the attractive arrangement of products with proper backgrounds to provide the best possible presentation to prospective buyers. It also produces exhibits for other departments, and advises Canadian firms exhibiting abroad on their own. The Commission's offices are located at 479 Bank Street.

## COMMODITIES BRANCHES

The Department's main link with industry, the Commodity Officers maintain close contact with the firms in their respective fields so that they are aware at all times of the production, supply, specifications and prices of all Canadian commodities. The Commodity Officers are the channel through which information on Canadian products reaches the Trade Commissioners, and information on sales opportunities abroad reaches industry. The Branches are organized into divisions according to the main groups of commodities so that the businessman can readily find the appropriate commodity specialist.

## **INDUSTRIAL DESIGN BRANCH**

This Branch operates the Design Centre, the showcase of the National Industrial Design Council which encourages good design in Canadian industry through a design award programme. The Branch maintains a photographic and product information index of well designed items manufactured in Canada. It also provides design information and advice to Canadian industry, and awards scholarships for the study and teaching of industrial design.

## **INDUSTRIAL DEVELOPMENT BRANCH**

This Branch co-ordinates Federal Government activities in the industrial development field, and assists companies interested in establishing new plants, considering expansion or securing new products to diversify their production. In addition to supplying these companies with information on domestic markets and trade, this Branch provides other specialized information such as detailed import statistics, new product and inter-company manufacturing proposals, advice on Canadian customs and other regulations affecting new enterprises, and comprehensive listings of new industries and direct foreign investment. It works closely with trade associations and other industrial development agencies across Canada.

## **INTERNATIONAL TRADE RELATIONS BRANCH**

The trade policy arm of the Department, this Branch is primarily concerned with the development and conduct of Canada's trade relations with other countries, including the negotiation of trade and tariff agreements. Additionally, in order to provide the Canadian businessman with a single source of market information regarding major market areas, the Branch has five geographical divisions which co-ordinate the work of the Trade Commissioners in those areas.

## **SMALL BUSINESS BRANCH**

The small businessman's counsellor, this Branch provides liaison between the Federal Government and small business in order to study the problems of small business and to advise the government on measures necessary to meet them. The Branch acts as a clearing house in referring enquiries of small business to the appropriate departments of the

federal, provincial and municipal governments and to various other organizations and institutions. On request, it obtains for small business, statistical, technical and other information on management, production and marketing.

### **STANDARDS BRANCH**

This Branch calibrates and inspects commercial measuring devices in the field of general trade and in the distribution of gas and electricity. It also regulates and inspects the labelling and marking of certain commodities. The offices and laboratories of the Standards Branch are located in the Standards Building, Holland Avenue, Tunney's Pasture.

### **TRADE COMMISSIONER SERVICE**

The foreign arm of the Department, the Service is responsible for furthering Canada's trade interests in markets abroad. The main functions of the Trade Commissioner are to secure market and credit information, conduct market surveys in the field, recommend suitable agents, supply continuous information on export opportunities, and provide up-to-date information on tariffs, import and exchange controls. He maintains close liaison with government officials and businessmen in his territory, and provides personal attention to the export trade of individual Canadian firms, as well as safeguarding their commercial interests in foreign countries.

### **TRADE PUBLICITY BRANCH**

The publishing organization of the Department, this Branch produces periodicals for distribution in Canada and abroad, and trade promotion literature for use by Trade Commissioners in the field, at trade fairs, and in connection with Canadian trade missions. It is responsible for trade promotion publicity and advertising in all media, and for disseminating information about Canada's trade and the work of the Department. The Branch co-ordinates the Department's programme of Canadian participation in trade fairs abroad.

*In addition to the branches of the Department, the Dominion Bureau of Statistics and the Export Credits Insurance Corporation, which report to Parliament through the Minister of Trade and Commerce, are also of interest to Canadian businessmen.*

### **DOMINION BUREAU OF STATISTICS**

The central agency for the collection, compilation and publication of statistical information in Canada, the Dominion Bureau of Statistics conducts a national decennial census of population, housing, agriculture and merchandising, and publishes weekly, monthly, quarterly, annual and occasional reports containing current data on almost every aspect of the national scene. The Dominion Bureau of Statistics is situated on Holland Avenue in Tunney's Pasture.

### **EXPORT CREDITS INSURANCE CORPORATION**

The services of this Crown Corporation are closely linked with those of the Department in facilitating and developing trade between Canada and other countries. The Corporation insures Canadian firms against risks of non-payment involved in the export sale of goods and services, and provides export financing assistance. The offices of the Export Credits Insurance Corporation are located in the Birks Building, 107 Sparks Street.

## SERVICES OF THE DEPARTMENT

*The services directly available to a Canadian businessman are listed alphabetically and described briefly in the following pages.*

### AGENCY CONNECTIONS

The Department provides assistance to any Canadian firm seeking a representative in any foreign country. A firm wishing to establish an agency connection abroad should supply the Department with full information on each product or service involved. Trade Commissioners in all or selected markets will approach several suitable firms, introduce the Canadian product or service to them, and determine their interest in representing the Canadian firm.

The names of prospective agents together with credit and other information, and in many cases the personal suggestion of the Trade Commissioner as to the suitability of these agents based on his investigations, will be provided the Canadian firm which is then in a better position to select the most suitable representative for its product or service.

### BRANCH OFFICES OF THE DEPARTMENT

For the convenience of Canadian businessmen, the Department maintains a number of branch offices in various parts of Canada. The Dominion Bureau of Statistics operates regional offices at St. John's, Newfoundland, Halifax, Montreal, Ottawa, Toronto, Winnipeg, Edmonton and Vancouver. The Export Credits Insurance Corporation has offices in Montreal and Toronto. The Standards Branch has offices at St. John's, Newfoundland; Halifax; Charlottetown; Prince Edward Island; Saint John, New Brunswick; Quebec City; Three Rivers, Quebec; Montreal; Sherbrooke, Quebec; Sudbury, Ontario; Ottawa; Belleville, Ontario; Toronto; Hamilton; London; Fort William, Ontario; Winnipeg; Calgary; Edmonton; Regina; Saskatoon; Vancouver; Penticton, British Columbia; and Victoria. The Trade Commissioner Service maintains offices in St. John's, Newfoundland, and Vancouver.

### BUYING CONNECTIONS

Businessman may obtain assistance from the Department in contacting foreign buyers. Trade Commissioners con-

tinually report to the Department enquiries received from buyers in their area, and, upon request, will seek sales outlets on behalf of any Canadian firm.

### CLAIMS ASSISTANCE

As happens from time to time in any business, a dispute may develop over some phase of the transaction between the buyer and the seller. Differences of this type may be settled fairly easily in Canada through established channels, but in the case of shipments to foreign markets a solution may not be as simple. The Trade Commissioner in the field is always willing to investigate such disputes and offer recommendations for settlement.

### COMPANY INFORMATION

A Canadian exporter naturally wishes to know something of the credit-worthiness and moral standing of a prospective buyer in a foreign country. The Department can help him get this information by asking the Trade Commissioner for a confidential report on any foreign firm. With this information, the exporter is in a better position to judge the terms of sale and the extent to which credit can be given.

Conversely, in order that reliable Canadian exporters may be known to the Trade Commissioner abroad, the Department maintains an *Exporters Directory* containing information on Canadian firms and their products.

The bulk of the information contained in this Directory is supplied to the Department on a voluntary basis by any firm wishing to be listed. All exporters are urged to apply for listing in order that the Trade Commissioners may have the information available to recommend the firm to a buyer with a minimum of delay.

The Department also maintains a *Directory of Canadian Importers*, and for similar reasons, importing firms are urged to avail themselves of this service.

### DESIGN AWARDS

To stimulate interest in products of good Canadian design, the Industrial Design Branch administers the design award programme of the National Industrial Design Council. Using international standards of judgement, awards are made every three years to Canadian manufacturers of products of

outstanding Canadian design. Award-winning products are promoted nationally and internationally.

### **DESIGN CENTRE**

The permanent exhibition area of the National Industrial Design Council, the Design Centre in Ottawa, is maintained by the Industrial Design Branch for the purpose of displaying and promoting products of new and commendable design. The exhibitions usually cover a particular commodity group and last for periods varying between three weeks and three months. The Design Centre also organizes travelling exhibitions of well-designed products, participates in industrial design exhibitions abroad, and provides design information and advice to Canadian manufacturers. A monthly bulletin on industrial design contains information on Canadian designs of merit, case histories of articles for export and reports on new industrial design developments.

### **DESIGN INDEX**

An index of well-designed items manufactured in Canada is maintained by the Industrial Design Branch, and is available to Canadian businessmen at the Design Centre and at large public libraries throughout Canada. The index includes complete information on the product, together with photographs of the item. Design index information photographs are distributed to appropriate publications in Canada and abroad and are published annually in booklet form.

### **DESIGN SCHOLARSHIPS**

The National Industrial Design Council grants scholarships to undergraduates to study industrial design in Canada and abroad, to industrial designers for post-graduate work and to industrial design teachers. Information may be obtained from the Industrial Design Branch.

### **ESTABLISHING A NEW BUSINESS**

Assistance in establishing a new business in Canada can be obtained from the Department through the Industrial Development Branch, the Small Business Branch, and the Dominion Bureau of Statistics.

The Industrial Development Branch through its contacts with federal agencies, provincial, regional and municipal bodies, and private development agencies can advise on suitable locations, having regard to availability of raw

materials, power, and other production and marketing factors. The publications of the Branch provide answers to many of the questions raised by businessmen establishing a new enterprise.

The Small Business Branch can provide information on management practices such as inventory control, accounting, budgeting, and sales analysis. It maintains a reference library pertaining to the operations and management practices of various types of small businesses.

DBS statistics are an essential source of assistance to businessmen seeking new plant locations or in determining whether a domestically-produced article could economically replace an imported product through the establishment in Canada of a manufacturing operation.

### **EXPORT CONTROLS**

*The Export and Import Permits Act* and affiliated strategic control measures in effect in Canada are administered by the Department. Copies of these regulations may be secured from the Transportation and Trades Services Division, which will also answer enquiries and provide additional information in connection with specific shipments.

Importers may have need of information regarding export controls in foreign countries. This information is collected and compiled by the Department and is available through the International Trade Relations Branch.

### **EXPORT CREDITS INSURANCE**

The Export Credits Insurance Corporation provides export credits insurance at a nominal premium to persons carrying on business in Canada against risks of non-payment by foreign clients arising out of the export, manufacture, treatment or distribution of goods, or the rendering of engineering, construction, technical or similar services. The main risks covered include insolvency or protracted default on the part of the buyer, foreign exchange restrictions in the buyer's country preventing the transfer of funds to Canada, cancellation of an import licence or the imposition of restrictions on the importation of goods not previously subject to restriction, the occurrence of war between the buyer's country and Canada, or of war, revolution, etc., in the buyer's country.

The insurance is available under three main classifications: general commodities, capital goods, and services. Coverage for general commodities may be procured by exporters under two types of policies: a Contracts Policy which insures an exporter against loss from the time he books an order until payment is received; or a Shipments Policy which covers the exporter from the time of shipment until payment is received. These policies may be described as whole-turnover or global policies and cover all an exporter's business for a twelve-month period.

Insurance of capital goods offers protection to exporters selling plant equipment, heavy machinery, etc., where credit terms may involve payment spread over three, four or five years. A specific policy is issued for each individual transaction involving capital goods, but the general terms and conditions are the same as those applicable to policies for general commodities.

Specific policies are also issued to cover engineering, construction, technical or similar service contracts entered into between Canadian firms and foreign clients.

## **EXPORT DOCUMENTATION**

Documentation for an export shipment has to be prepared carefully. Foreign countries levy penalties on shipments which are not documented in accordance with their regulations. In addition the supplier may have difficulty in receiving payment under his letter of credit if the documentation is incomplete or contains errors.

The Department maintains current information on the documentation requirements of foreign countries and is thus able to advise the exporter on the requirements of any given country. The International Trade Relations Branch has free bulletins on the documentation required by each country.

An exporter would be well advised to check regularly with the Branch concerning these requirements to avoid costly mistakes.

The Corporation insures exporters on a co-insurance basis up to a maximum of 85% of the amount owing by the buyer. Any recoveries obtained after payment of a claim

are shared in the same proportions and thus the final net loss, if any, is borne 85% by the Corporation and 15% by the exporter.

### **EXPORT FINANCING ASSISTANCE**

To assist Canadian exporters in obtaining financing for export sales of capital goods, the Export Credits Insurance Act was amended in 1959. The Export Credits Insurance Corporation may now be empowered by the Government to give direct guarantees to any lender covering export transactions. It may also be empowered to buy and sell guaranteed instruments, and to lend money on the security of these guaranteed instruments. The direct guarantees to lenders are applicable to export paper issued in connection with contracts involving the export of goods or services for amounts of not less than \$250,000 and involving payment periods extending over a minimum term of two years. The guarantees may be unconditional and cover the financed portion of the export contract, normally not more than 80% of the contract price. Additionally the guarantees may be provided in the currency of the contract of sale.

### **EXPORT TECHNIQUES**

Sales to foreign countries require modifications of sales and distribution techniques employed in the domestic market. Channels of distribution, pricing, shipping, documentation, packaging, payment terms, advertising, and insurance against credit risks in export sales, are some of the factors which must be considered by firms engaging in export trade. A booklet, *The Techniques of Export Trade*, containing a series of articles prepared by successful exporters, businessmen in specialized fields, and experts within the Department, supplies information regarding many of these points and is available to Canadian firms on request. Departmental specialists in the various techniques are always available for consultation on specific export problems.

### **FOREIGN INVESTMENT INFORMATION**

The Industrial Development Branch compiles an annual listing of *Foreign Direct Investment in Canadian Manufacturing*. The firms listed are grouped in three sections;

those financed by capital from the United States, the United Kingdom and other countries. Each listing contains the name of the Canadian firm, the parent company or affiliate company, and the products which are manufactured by the Canadian firm. This information is obtained from a wide variety of sources, and is available on request from the Branch.

### **GOVERNMENT PROCUREMENT**

Information on the types of commodities and services purchased by Federal Government departments, the address of the local purchasing offices of these departments, and advice on how to arrange to be placed on departmental source lists may be obtained from the Small Business Branch. A procurement manual entitled *Selling To The Canadian Government* is available from the Department upon request.

### **IMPORT CONTROLS**

Many countries still maintain some measure of import control, which hampers the free movement of goods in international trade. However, these controls are gradually being eased and many markets which a few years ago were closed to an exporter are now accessible. The Department maintains an up-to-date record of all foreign import controls and is in a position to advise businessmen on how these controls might affect his particular commodity in any given market. Businessmen would be well advised to consult the International Trade Relations Branch on a regular basis to obtain information on any changes that have taken place. These changes are reported regularly in the Department's fortnightly magazine, *Foreign Trade*.

### **LABELLING AND MARKING REGULATIONS ABROAD**

Labelling regulations enforced in foreign countries differ in many ways from domestic requirements, and exporters must therefore design their labels and marks to meet those requirements. The Department maintains current information on these requirements which is available from the International Trade Relations Branch.

## **LABELLING AND MARKING REGULATIONS IN CANADA**

Canadian law provides for the development of regulations to ensure true labelling of particular products, and for the development of specifications for use of a national mark. Where regulations are in force, supervision is maintained by the Department to ensure compliance.

Regulations or specifications will be developed by the Standards Branch at the request of manufacturers, retailers or consumers provided an effective solution is possible. Regulations for true labelling indicate how labelling shall be done if claims for content or quality are made, and those for a national mark include appropriate specifications and how the mark is to be used.

## **MANUFACTURING OPPORTUNITIES**

Canadian manufacturers seeking to diversify their production or to utilize existing plant capacity in new ways, can obtain a variety of leads from the *New Methods and Products for Licensing in Canada* bulletins prepared by the Industrial Development Branch. The bulletins contain carefully screened proposals for manufacture under license, sub-contract or joint venture, submitted by Canadian and foreign firms. Descriptive literature regarding the process or product will be provided, on loan, to each enquirer.

Foreign manufacturers are also interested in licensing agreements to manufacture Canadian-designed products. Details of enquiries received from foreign manufacturers seeking such arrangements are published in *Investment Opportunities Abroad*, a periodic bulletin prepared by the Industrial Development Branch. Licensing arrangements of this nature have been found advantageous by Canadian firms in specific markets which were otherwise closed to their products.

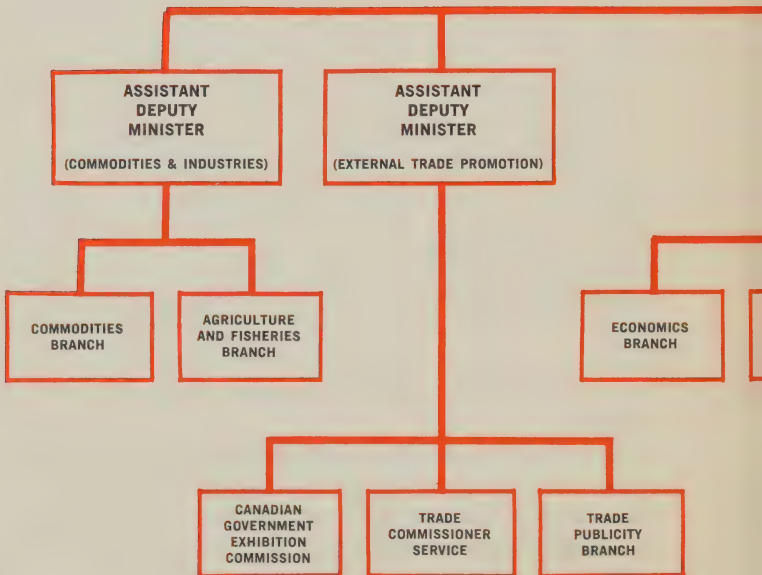
In addition, import statistics published by the Dominion Bureau of Statistics and special import studies of certain items in the Canadian import statistics prepared by the Industrial Development Branch can assist manufacturers in selecting products for manufacture in their plants.

## **MARKET INFORMATION, DOMESTIC**

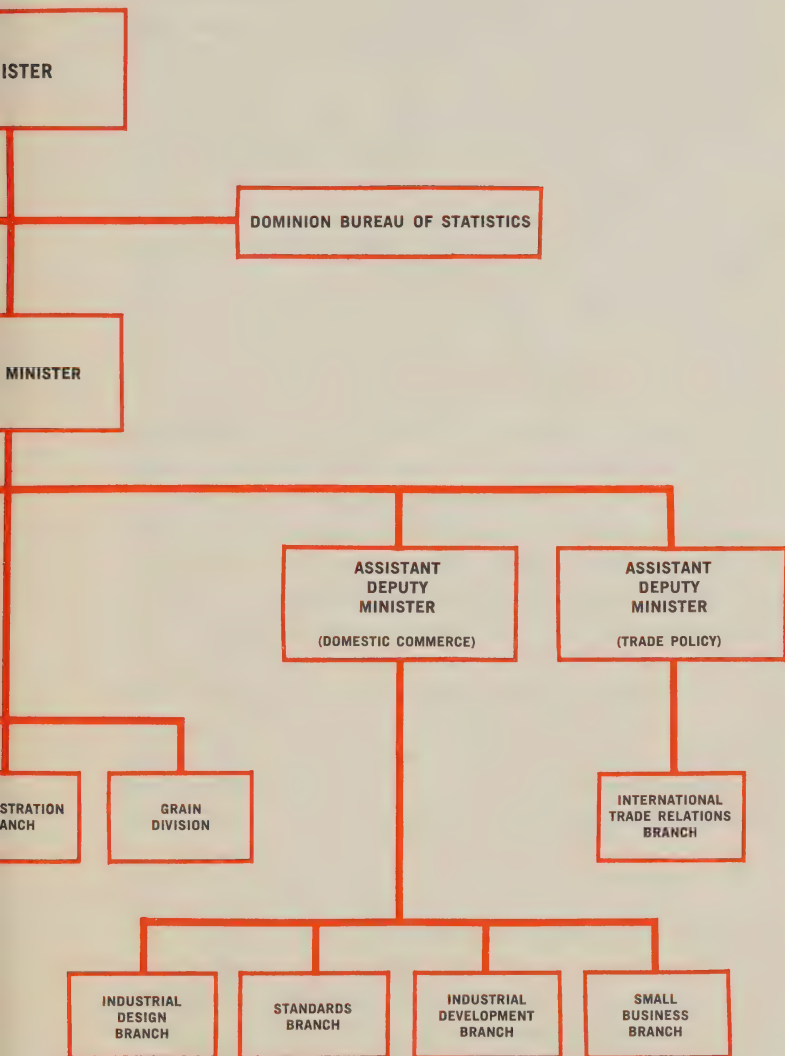
The Department's Commodity Officers and the Industrial

**BOARDS, CROWN COMPANIES, AND AGENCIES**

ELDORADO AVIATION LIMITED  
 ELDORADO MINING AND REFINING LIMITED  
 EXPORT CREDITS INSURANCE CORPORATION  
 NATIONAL ENERGY BOARD  
 NORTHERN ONTARIO PIPE LINE CROWN CORPORATION  
 NORTHERN TRANSPORTATION COMPANY LIMITED



TRADE AND COMMERCE  
ORGANIZATION CHART



Development and Small Business Branches provide certain current domestic market information in their respective fields; the main source of basic market information is the Dominion Bureau of Statistics. DBS publishes approximately 1,700 issues of weekly, monthly, quarterly, annual and occasional reports each year, in addition to comprehensive and detailed decennial census publications. These contain a vast wealth of information on the economic, educational and social scene. Canadian businessmen can use this material in many ways, such as determining sales potentials, locating possible consumers, allocating advertising budgets on a geographic-economic basis, setting quotas for their salesmen, selecting new plant locations, and comparing plant productivity, wages and costs with industry averages. A list of DBS publications is available on request from the Bureau.

### **MARKET INFORMATION, FOREIGN**

One of the most valuable services the Department provides Canadian exporters is the collection, on a continuous basis, of information from all available sources on current business conditions and opportunities in foreign markets. Among the detailed data available on request are particulars of any trade developments affecting the sale of Canadian goods in any area, including local regulations, restrictions and entry requirements; information on current supply and demand for established products and on foreign exchange and payment prospects. Frequent market reports by Trade Commissioners in the field are published in the Department's fortnightly magazine *Foreign Trade*, and the Department also issues, from time to time, special market information booklets on specific countries.

### **MARKET RESEARCH, DOMESTIC**

The census publications and the numerous periodical reports published by the Dominion Bureau of Statistics are basic reference material for most market research projects in Canada. These reports cover almost every aspect of the country's economic, educational and social life. In addition, a great deal of information, not published because of its limited interest, is available upon request. DBS officials will examine any specific request to ascertain whether it can be met from published or unpublished material. Where provi-

sion of such data entails additional tabulations or special surveys and compilations beyond a minimal level, DBS may undertake such projects for firms on a cost basis.

Since the DBS reports on imports must necessarily group many products into class totals, manufacturers often find no import figures available on the particular product lines they are considering.

The Industrial Development Branch will undertake studies of imports of merchandise which break down certain trade categories to various specifications. These import studies are of three basic types: (1) studies which cover three-month or longer time periods and consist of alphabetical listings of types of products showing declared values of imports; (2) studies which cover one month and are broken down into various criteria according to the needs of the particular enquirer; (3) notes which extract a selection of items from a larger class. The Branch will also undertake analysis of imports of various products and their share of the domestic market.

### **MARKET RESEARCH, FOREIGN**

When appropriate, the Department will initiate enquiries in foreign countries to determine the sales potential of a company's product. This service includes reports on the local demand and any relevant preferences for particular goods or services, the size of the demand, all aspects of the competition to be met either from local production or imports, tariff duties and tariff preferences, import and exchange controls, other government regulations, terms of payment, sales and distribution channels, packaging requirements, and any unusual features of local trading that would affect the Canadian exporter's prospects.

### **MEASUREMENT**

Canadian law requires that all commercial measuring equipment must be type-approved before sale and use, and periodically inspected during use. In the electrical field this applies to meters, transformers and telemetering equipment; in the gas field, meters, orifice runs, dead-weight testers and calorimeters; and in the general measurement field, weights,

scales of all types and capacities, meters, tank trucks and electronic load cells.

In all cases, technical and engineering advice is available from the Standards Branch on construction, installation, and in-use operation. In addition, facilities are available for calibration of weights and most types of measuring equipment.

### **PATENTS AND TRADE MARKS ABROAD**

Exporters are sometimes concerned about patent infringements on products which they wish to export. The Department can assist the exporter in this connection by ascertaining, through the Trade Commissioner, the steps to be taken to protect patents and trade marks in the foreign country.

### **PRECIOUS METALS MARKING**

Canadian law requires that all articles marked with a quality indication must be properly identified as to manufacturer. Such articles are mainly those in the watch, flatware, spectacle ware and general jewellery fields that are manufactured from gold, silver, platinum and palladium. Assistance is available from the Standards Branch on proper markings and assays.

### **PUBLICATIONS**

The fortnightly magazine *Foreign Trade* is one of the Department's principal means of disseminating current export information to Canadian businessmen. It contains articles by Trade Commissioners and other departmental officers on markets for specific commodities and on the general business climate and competition in various countries, reports by Canadian businessmen on their experiences in foreign markets, and regular departments on such trade subjects as transportation, foreign tariffs and foreign exchange rates.

The Department also publishes a series of *Market Information Booklets* on specific countries; a *Directory of New York Buyers For Export*; and a manual on *The Techniques of Export Trade*.

Other Departmental publications of interest to Canadian businessmen are *Canada Exhibits Abroad*, which describes the Department's program for Canadian participation in

foreign trade fairs in the coming year; a twice-yearly booklet on *Canadian Trade Fairs*; a *Small Business Manual*; a manual on *Selling To The Canadian Government*; the *Annual Report* of the Department; periodic bulletins on *Shipping Documents and Customs Regulations*, *New Methods And Products For Licensing In Canada*; *Industrial Development*; *Financing New Industries In Canada*; *Foreign Direct Investment In Canadian Manufacturing*; *Investment Opportunities Abroad*; and *Industrial Investment Projects In Canada*; and a series of *Doing Business In Canada* brochures on such subjects as *Canadian Customs Duties*; *Construction and Equipment Standards*; *Forms Of Business Organization*; *Labour Legislation*; *Patents, Copyrights And Trade Marks*; *Professional Standards*; *Taxation (Income, Business, Property, Sales, Excise, Commodity)*; *Tariff Preferences For Canadian Goods Abroad*; and *The Canadian Environment*.

The Industrial Design Branch publishes a design index booklet annually, a design award booklet every three years, and a monthly bulletin on industrial design.

The publications of the Dominion Bureau of Statistics encompass a detailed analysis of the census of Canada and statistical compilations covering most facets of the Canadian scene. These include reports on agriculture, construction, domestic, commerce, education, fisheries, forestry, government finance, health and welfare, household facilities and equipment, international trade, international travel, labour force, manufacturing, mining, national accounts, population, prices, public utilities, transportation, and vital statistics. To mention only two annual publications and one monthly, the *Canada Year Book* and the illustrated *Canada* handbook and the *Canadian Statistical Review* offer in handy reference form, integrated portrayals of the many facets of Canadian development through coordinated statistical series and analytical commentary. A complete list of DBS publications is available on request.

### **SALES TRIPS ABROAD**

Assistance is provided Canadian businessmen in planning foreign sales trips through the provision of market data, travel information, letters of introduction, and hotel reserva-

tions. In the foreign country the Trade Commissioner will make appointments with local businessmen and government officials, perform introductions, and help with language barriers. Office addresses and telephone numbers of Trade Commissioners in the countries to be visited can be obtained from the Department before departure and are published monthly in *Foreign Trade*.

### **SOURCES OF SUPPLY**

Through the Commodities Branches of the Department, Canadian businessmen may obtain information on new or alternative sources of supply. The Commodity Officers in These Branches maintain contact with Canadian producers of all types of commodities and as a result are in a position to direct enquiries to a suitable source.

If the product is not available in Canada, the Commodity Officer will direct the enquiry to the Trade Commissioners abroad, who in turn will report on availability, together with information on prices, methods of purchase, specifications and delivery.

### **STATISTICS**

The Dominion Bureau of Statistics supplies a wide range of data on agriculture, construction, domestic commerce, education, fisheries, forestry, government finance, health and welfare, household facilities and equipment, international trade, international travel, labour force, manufacturing, mining, national accounts, population, prices, public utilities, transportation and vital statistics.

Every ten years DBS conducts a comprehensive national Census of Population, Housing, Agriculture and Merchandising which provides a wealth of detailed data on such subjects as the composition of the population, housing conditions and equipment, farm production and implements, and commodity sales and profit margins. Considerable statistical information, which because of its limited interest is not published, is available to Canadian businessmen on request. Where provision of requested statistics involves more than a minimal level of additional tabulations or special surveys and compilations, DBS may undertake this service on a cost basis.

In addition to the special studies undertaken by DBS, the Small Business Branch and the Industrial Development Branch can arrange for statistical studies in their respective fields. Foreign country statistics are available from the comprehensive library of the Dominion Bureau of Statistics and from the International Trade Relations Branch.

### **TARIFFS**

To assist Canadian firms in their export trade, complete and up-to-date information on the customs regulations and tariffs of all countries is compiled by the Department. Detailed information regarding the rate of duty on a company's products in a specific market and advice regarding the proper classification in order to receive the most favourable rate of duty can be obtained from the International Trade Relations Branch or the Trade Commissioner in the country concerned.

### **TOURS OF CANADA**

During the course of a year, approximately 25 percent of the Trade Commissioners return from their posts to tour Canada to discuss export trade matters with Canadian businessmen. At Chambers of Commerce and Boards of Trade as well as through other organizations in centres across Canada, the Trade Commissioners are available to any interested businessman for personal consultation on matters affecting trade in their territories. The itineraries of Canadian tours by Trade Commissioners are published in the fortnightly magazine *Foreign Trade*.

The Department's Commodity Officers maintain close contact with Canadian industry in order to keep the Trade Commissioners constantly aware of developments in the production, supply, specifications and prices of Canada's commodities. To this end, they frequently visit firms in their respective fields. Businessmen may arrange for a visit by a Commodity Officer to discuss trade matters, by contacting the appropriate Commodity Division.

As occasion demands, officers of the Industrial Development Branch, the Standards Branch and other branches also make business visits to different parts of the country, and are available to businessmen for consultation on matters in their respective fields.

## TRADE FAIRS ABROAD

As an effective means of promoting the sale of Canadian products in other countries, the Department organizes Canadian participation in selected trade fairs abroad. The Department arranges for space, designs and constructs the exhibit, handles all arrangements with shipping, customs and trade fair authorities, provides advertising support and trade promotion material, invites foreign buyers, and provides administrative staff for the Canadian stand. This service provides one of the most effective and inexpensive ways for a Canadian firm to promote the sale of its products in foreign markets.

## TRADE FAIRS IN CANADA

The Department collects, compiles and publishes information on the principal trade fairs held in each province. Data available for each fair includes location, dates, management, commodities exhibited, total attendance and type of attendance.

*Canadian Trade Fairs*, a publication listing this information, is issued every six months and is available on request from the Trade Publicity Branch.

## TRANSPORTATION

Freight can prove a determining factor in export trade. The Transportation and Trade Services Division in the Commodities Branch assists Canadian firms with transportation problems. Firms encountering discriminatory ocean freight rates, or seeking advice on the best routes to any particular port and requiring assistance in arranging transportation to export markets, may call upon this Division for help. The Division compiles and analyzes charter shipping rates in bulk commodities such as grain, lumber, iron and petroleum. This quarterly analysis entitled *Freight Market Observations*, is available to interested Canadian firms on request to the Division.

## TROUBLE-SHOOTING

At times, Canadian firms engaged in export trade encounter unexpected problems. Through the Trade Commissioner located in the country concerned, assistance can

be provided toward straightening out trade tangles which may arise from a variety of reasons, such as improper documentation, discrimination in the application of trade, exchange and tariff regulations, and disputes regarding the quality, delivery and price of products.

### **VISITING FOREIGN BUYERS**

Trade Commissioners maintain close contact with the businessmen in their area and are constantly encouraging them to visit Canada during their business trips abroad. The prospective buyer is directed in the first instance to the Department in Ottawa, where specialized officers discuss with him the availability of his particular needs in Canada and the advantages of buying Canadian. These officers then arrange for the buyer to visit Canadian producers of the commodities in which he is interested, where he can see for himself not only the product he is seeking but also the workmanship and quality which goes into the product. Buyer and supplier are then brought together where they can discuss terms and conditions of sale.

### **WATCHING BRIEFS**

In addition to providing market information and undertaking market surveys on request to assist Canadian firms in determining the sales prospects for their products, the Department, through the Trade Commissioner in the country concerned, will undertake to keep a firm posted on the developments which affect the continued sales of its products. Information such as changes in import, exchange and tariff regulations affecting the entry of the company's products, new competitive factors such as the establishment of new factories producing similar products or the introduction of similar products from other countries, the effectiveness of the firm's representative in the foreign country, infringement of trade marks, calls for tenders, and other information of a similar nature will be provided to the Canadian firm.

# HEAD OFFICE DIRECTORY

(As of November 1960)

Unless otherwise noted, all offices of the Department are in the Trade and Commerce Building, Wellington and Lyon Streets, Ottawa. If you are telephoning from out of town, call the government switchboard, Central 2-8211, and ask for the local; of you are in Ottawa, dial 9, then the government local. A complete Head Office Directory is published monthly by the Trade Publicity Branch and is available on request.

Minister: The Honourable George Hees .....	2-0337, 2-0336
Executive Assistant: M. R. Jack .....	6-7052
Private Secretary: Mrs. Rita Taylor .....	2-0337
Deputy Minister: James A. Roberts .....	2-2888, 2-5838
Executive Assistant: D. H. Cheney .....	2-2380, 2-0819
Executive Assistant: C. J. MacCallum .....	2-2380, 2-0819
Assistant Deputy Minister (External Trade Promotion): H. Leslie Brown .....	2-2530, 2-0798
Assistant Deputy Minister (Trade Policy): J. H. Warren .....	2-4042, 2-2649
Assistant Deputy Minister (Commodities and Industries): Denis Harvey .....	2-5417, 2-7056
Assistant Deputy Minister (Domestic Commerce): B. G. Barrow .....	6-8431, 6-8502
Chief, Grain Division: R. M. Esdale .....	2-5830, 2-5648

## ADMINISTRATION BRANCH

Comptroller-Secretary: Finlay Sim .....	2-2262
Chief, Personnel Division: L. J. Rodger .....	2-5430
Chief, Office Services Division: C. Drolet ..	6-6672

## **AGRICULTURE AND FISHERIES BRANCH**

Acting Director: R. W. Blake .....	6-7634
Chief, Fisheries Division: T. R. Kinsella ....	6-7385
Acting Chief, Food and Agriculture Division: K. L. Melvin .....	2-3172

## **CANADIAN GOVERNMENT EXHIBITION COMMISSION 479 BANK STREET**

Director: Glen Bannerman .....	6-7412, 2-3558
Administrative Officer: A. D. Simmons .....	6-6795
Chief, Design Section: T. C. Wood .....	2-3671

## **COMMODITIES BRANCH**

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Chief, Metals and Minerals Division: J. M. Rochon .....	6-8422
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Chief, New Products Division:	
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Chief, Import Analysis Division:	
G. P. Bourne .....	2-5909
Chief, Regulations and Publications	
Division: J. H. O'Connell .....	2-3713

## **INTERNATIONAL TRADE RELATIONS BRANCH**

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## **SMALL BUSINESS BRANCH**

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## **STANDARDS BRANCH (Standards Building, Holland Avenue, Tunney's Pasture)**

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C. S. Phillips .....	2-2000

Chief, Laboratory Division: W. J. S. Fraser	2-2575
Commodities and Precious Metals Marking: G. R. Lewis .....	6-7075

### **TRADE COMMISSIONER SERVICE**

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Executive Director: T. R. G. Fletcher .....	6-8286
Assistant Director (Personnel): H. M. Maddick .....	6-6800
Assistant Director (Administration): W. J. Millyard .....	2-5669

### **TRADE PUBLICITY BRANCH**

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Assistant Director: J. Fergus Grant .....	2-2186
Editor, Foreign Trade and Commerce extérieur: Miss O. Mary Hill .....	6-6588
Chief, Editorial and Art Services Division: F. R. Hamilton .....	6-6435
Chief, Trade Fairs Abroad Division: D. G. W. Douglas .....	6-8269

### **TRANSLATION BRANCH**

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### **DOMINION BUREAU OF STATISTICS** *(Holland Avenue, Tunney's Pasture)*

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Assistant Dominion Statistician: J. T. Marshall .....	6-7695
Assistant Dominion Statistician: S. A. Goldberg .....	2-5458
Assistant Dominion Statistician: L. E. Rowebottom .....	2-5426
Senior Mathematical Statistician: G. B. Oakland .....	2-3562

Research Adviser: F. H. Leacy .....	2-3071
Consultant on Classification:	
N. L. McKellar .....	2-3437
Chief Administrative Officer: H. L. Allen ..	6-7368
Electronic Computer Research Officer:	
R. Ziola .....	2-4140
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C. V. Parker .....	2-4774
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C. C. Lingard .....	2-0418
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C. D. Blyth .....	6-8340
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Director, Mechanical Tabulation Division:	
A. B. McMorran .....	6-8232
Director, National Accounts Division:	
R. B. Crozier .....	2-2408
Director, Prices Division: A. D. Holmes ....	2-3913
Director, Public Finance and	
Transportation Division: G. A. Wagdin	2-5396
Director, Special Surveys Division:	
W. I. Moore .....	2-5570

**EXPORT CREDITS INSURANCE CORPORATION**  
*(Birks Building, 107 Sparks Street)*

President and General Manager:

H. T. Aitken .....	CE 2-4828
Assistant General Manager: A. W. Thomas	CE 2-4828

# TRADE COMMISSIONER POSTS

(As of November 1960)

The Department's Trade Commissioner Service maintains the following offices in other countries. Complete details of mail and cable addresses, the names of the officers at the posts, and the territories covered by each office are published once a month in the Department's fortnightly magazine *Foreign Trade*.

## ARGENTINA

Buenos Aires

## AUSTRALIA

Canberra  
Melbourne  
Sydney

## AUSTRIA

Vienna

## BELGIUM

Brussels

## BRAZIL

Rio de Janeiro  
Sao Paulo

## CEYLON

Colombo

## CHILE

Santiago

## COLOMBIA

Bogota

## CONGO

Leopoldville

## CUBA

Havana

## DENMARK

Copenhagen

## DOMINICAN REPUBLIC

Ciudad Trujillo

## FRANCE

Paris

## GERMANY

Bonn  
Hamburg

## GHANA

Accra

## GREECE

Athens

## GUATEMALA

Guatemala City

## HONG KONG

Hong Kong

## INDIA

Bombay  
New Delhi

## INDONESIA

Djakarta

## IRAN

Tehran

**IRELAND**

Dublin

**ITALY**

Rome

**JAPAN**

Tokyo

**LEBANON**

Beirut

**MEXICO**

Mexico City

**NETHERLANDS**

The Hague

**NEW ZEALAND**

Wellington

**NIGERIA**

Lagos

**NORWAY**

Oslo

**PAKISTAN**

Karachi

**PERU**

Lima

**PHILIPPINES**

Manila

**PORTUGAL**

Lisbon

**RHODESIA AND  
NYASALAND**

Salisbury

**SINGAPORE**

Singapore

**SOUTH AFRICA**

Cape Town

Johannesburg

**SPAIN**

Madrid

**SWEDEN**

Stockholm

**SWITZERLAND**

Berne

**UNION OF SOVIET  
SOCIALIST REPUBLICS**

Moscow

**UNITED ARAB REPUBLIC  
(EGYPTIAN REGION)**

Cairo

**UNITED KINGDOM**

Belfast

Glasgow

Liverpool

London

**UNITED STATES**

Boston

Chicago

Detroit

Los Angeles

New Orleans

New York

Washington

**URUGUAY**

Montevideo

**VENEZUELA**

Caracas

**WEST INDIES**

Kingston

Port-of-Spain



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